



## REQUEST FOR PROPOSALS

RFP # 04-5400-01

### **The City of Takoma Park**

Department of Economic and Community Development  
is accepting proposals for the following:

### Design and Engineering for Gateway and Wayfinding Program

#### **For additional information please contact:**

Rob Inerfeld

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Fax: 301-270-4568

E-mail: [roberti@takomagov.org](mailto:roberti@takomagov.org)

Proposal packages will be accepted until 5:00 PM, April 12, 2004. Packages can be mailed or hand delivered to Cordell Meyers, Procurement Officer, City of Takoma Park, 7500 Maple Avenue, Takoma Park, MD 20912.

## **I. BACKGROUND AND PURPOSE**

The City of Takoma Park (17,300 residents) is located in the southeastern portion of Montgomery County, Maryland, adjacent to the District of Columbia and Prince George's County. This former streetcar suburb contains a mix of commercial and residential areas and has the largest historic district in Montgomery County. A section of an area known as the "International Corridor" because of its ethnically diverse population is also located in the City. In addition, Takoma Park is home to institutions including Montgomery College, Columbia Union College, and Washington Adventist Hospital. The City is served by two major transit services in WMATA (Metrorail and Metrobus) and Montgomery County DPW&T (Ride On bus). The City has a land area of approximately 2.4 square miles.

The City is planning to develop a system of gateway and directional signage that will guide motorists, pedestrians, and bicyclists to various destinations around Takoma Park including commercial areas, public parking facilities, institutions, parks, and other municipal facilities. This project will help to satisfy one of the City Council's major goals, which is to "enhance the City's image".

The City seeks to engage the services of a consulting firm to initiate and complete the planning, design, and engineering of the gateway/wayfinding signage system, so that these signs can be fabricated and installed throughout the City. The specific tasks the firm will be asked to accomplish are outlined in the Scope of Work section of this request for proposals.

### **A. Project Objectives**

The objectives of the wayfinding and gateway signage program are as follows:

- 1) Help motorists, bicyclists, and pedestrians to navigate around Takoma Park and locate key destinations. Some of the most important destinations in Takoma Park can be difficult to find from major arterials.
- 2) Let people know when they have entered Takoma Park.
- 3) Make a good first impression on visitors to Takoma Park.
- 4) Enhance the image and identity of Takoma Park.
- 5) Attract additional customers to Takoma Park's business districts.

### **B. General Concept for Directional and Gateway Signage**

The wayfinding system will direct motorists, pedestrians, and bicyclists to the City's various points of interest, services, facilities, commercial areas and institutions. The signs should have a distinct design, which will help to serve as a place-making tool for the City of Takoma Park. The selected firm will design a basic directional sign layout having no more than three

destinations per sign. The appearance of the signs should remain fairly uniform to indicate to the motorist, pedestrian, or bicyclist that this is an integrated sign system and that additional similar signage can be expected as they travel within the City. Gateway signs located at selected entrances to the City should include a welcome message (i.e. “Welcome to the City of Takoma Park”). All signs should be capable of being read by motorists traveling at speeds of 25 to 30 mph.

### **C. Access Routes to be considered**

Using input from City staff, the community, and the Project Work Group, the selected design firm will specify the location and legend for all signage. In addition, the design firm will work with MD State Highway Administration Office of Traffic and Safety, Office of Traffic, and Office of Utilities and City staff to ensure that sign specification and location requirements are satisfied. The most heavily traveled access routes, regional bike routes, and some heavily traveled pedestrian routes should all be considered for placement of the signs.

### **D. Pedestrian Orientation Sign for Old Town Business District**

The selected firm will also design a sign that will contain a map that orients pedestrians to the Old Town business district. This sign will be placed to orient pedestrians who are entering the Old Town district from the direction of the Takoma Metro station which is just over the District of Columbia line.

## **II. SCOPE OF WORK**

Consultants are asked to provide a Scope of Work as part of their proposal package. The Scope of Work should contain the items listed below. Firms submitting proposal packages may add additional items that are considered necessary to implementing a successful project.

### **A. Project Work Group/Community Forums**

A committee of the City’s Façade Advisory Board (FAB) will serve as the Work Group for this project. This group will be asked to assist in the development of the project – providing input on possible locations for gateway improvements, finalizing destinations for inclusion on the wayfinding system, development of the actual signage/improvements, and hosting a community forum as described below.

The selected design firm will meet with the work group at least twice during the planning phase and two to three times during the design phase to engage in project-related concept development, brainstorming sessions, and discussions. The meetings will allow time for the necessary dialogue to occur between the work group, City staff and the consulting firm, in order to ensure that the best interests of the community and stakeholders are being acknowledged and addressed.

Two community forums will be held during the design process. The first forum will give the public the opportunity to review various gateway/wayfinding signage alternatives and provide

feedback. The second forum will be in the form of a presentation to the City Council, at which time the preferred signage alternatives and the design firm's final recommendations will be presented for consideration.

## **B. Description of the Specific Tasks and Products**

### ***Phase 1: Data Collection and Situation Analysis***

- 1) The selected consulting firm will be expected to conduct a review of the City and familiarize themselves with the current signage situation. Included in this familiarization will be meetings with the Project Work Group, City, State, and County staff.
- 2) The consulting firm is primarily responsible for data collection on the project.
- 3) The consulting firm will:
  - Make recommendations on the gateway/wayfinding methodology including definitions and functional requirements for the proposed sign types.
  - Make recommendations on criteria to be used to make decisions on destination selection signage.
  - Make recommendations on proposed access routes to be supported by the program.
  - Make recommendations on proposed terminology for all areas, districts, and destinations.
- 4) Develop a statement of probable cost for fabrication and installation and for short- mid- and long-term maintenance.
- 5) Identify challenges to be faced in developing the system and make recommendations as to steps to overcome the challenges.

***Product of Phase 1:*** Upon completion of phase one, a report will be presented to the City Council. The report will summarize the five items above.

### ***Phase 2: System Design Development***

- 1) Conduct fieldwork for the purposes of identifying potential sign locations, and assessing the feasibility of initial gateway and wayfinding signage concepts.
- 2) Prepare detailed designs for each of the various sign types to be implemented. Define formats, type styles, colors, mounting locations and hardware, and material options.
- 3) Prepare sign location plan and message schedules. The sign location plan should show the exact locations where the signs will be installed.
- 4) Prepare presentation materials to communicate the design concepts, styles, message schedule, and preliminary location plans to the City Council and community for evaluation and feedback purposes. Revise as necessary.

- 5) Based upon the design, type and location detail developed, refine the estimate of fabrication and installation cost.
- 6) If necessary, because of budget constraints, work to develop priorities for installation. In addition, develop a phasing plan for fabrication and installation.
- 7) If necessary, develop full size mock-ups for demonstration and evaluation.
- 8) Coordinate with City, County (Department of Permitting Services, Historic Preservation Commission, Park and Planning), State (SHA), and WMATA staff to gain all necessary approvals and permits with regards to sign specifications and location plans.
- 9) Develop a management and maintenance plan for the City's signage system. Maintenance activities should include replacement, cleaning, expansion, and general revisions.

***Product of Phase 2:*** Upon completion of phase two, final designs for all elements of the gateway/wayfinding system will be presented to the City Council. Final sign locations and messages will be defined.

### ***Phase 3: System Implementation***

- 1) Produce final design drawings and performance specifications, including symbol definition, artwork and graphic documentation.
- 2) Work with City staff to pre-qualify sign contractors.
- 3) Assist City staff in the preparation of fabrication and installation bid documents.
- 4) Assist in bid analysis and contract negotiations.
- 5) Review shop drawings, copy patterns, material submittals, and prototypes.
- 6) Conduct final inspection at the completion of installation.
- 7) Produce a sign manual including: as built drawings, location plans, maintenance information and guidelines for specifying future signs.
- 8) Coordinate with City, County, and State staff as necessary to assist in completing the tasks above.

***Product of Phase 3:*** Upon completion of phase three, a fabricated and installed gateway/wayfinding system with a complete set of design, fabrication and installation documents will be in place. All final documents will become the property of the City of Takoma Park and will be provided in both reproducible hard copy and compatible digital formats.

## **C. Ownership of Documents**

*General: The Consultant shall vest title to all documents produced under or as a direct result of this contract to City of Takoma Park.*

- 1) All documents, reports, drawings, specifications, sketches, notes, calculations, correspondence, electronic files and computer disks, and any other materials prepared by the Consultant or City of Takoma Park personnel under this contract shall be and remain the exclusive property of City of Takoma Park.
- 2) The Consultant shall immediately provide to City Staff the original of all documents, reports, contract drawings, drawings, specifications, sketches, notes, calculations, correspondence, electronic files and computer disks and any other material prepared under this contract when requested.
- 3) City of Takoma Park reserves the right to utilize, revise, or modify these documents or to have these documents used, revised or modified by others, in any way it deems necessary, including revising and reissuing these documents, without the prior approval of the Consultant and without additional compensation to the Consultant.
- 4) City of Takoma Park ownership and use of these documents will in no way limit the Consultant's professional liability for the work performed, except to the extent that modifications made by City of Takoma Park or others, are the cause of or directly contribute to the cause of action.

## **D. Project Schedule**

Proposals due: April 12, 2004

Interviews conducted: April 15 - 16

## **III. PROPOSAL REQUIREMENTS**

Responses to the Request for Proposals shall be in one volume. Any brochures and/or information pertaining to the qualifications of the individuals or firm proposing to perform the specified work may be submitted, but all must be included. Four (4) copies of proposal are required, including one unbound copy, which is to be an original document containing signatures of all parties.

All respondents to this Request for Proposals must include the following as part of their respective materials:

### **A. Proposal format and content**

The consultant shall submit one original and four copies of the proposal to Cordell Meyers, Procurement Officer, no later than 5 PM April 12, 2004. Proposals shall consist of the following:

- 1) *Cover letter:* A transmittal letter signed by the appropriate officer of the firm offering the proposal and certifying that the proposal and fee schedule will remain in effect for 90 days after the due date. The letter should include the RFP number, name of firm, local address, telephone number, fax number, email address, and name of contact person.

- 2) *Design firm*: Clearly identify the person(s) who will participate in this project, in addition to the person(s) who will manage the project. The proposal should indicate the abilities, qualifications and experience of all persons who would be assigned to provide the required services.
- 3) *Approach/Scope of Work*: Explain the specific approach that will be used to accomplish the project. The respondent shall address the methodology, technical approach, techniques, and/or processes to be used in providing services.
- 4) *Experience*: All respondents shall describe other contracts under which services similar in scope, size, or discipline to the required services were performed or undertaken within the past five years. In addition, references, including name, address, and telephone number of a contact person for each project identified and described above should be included. Information regarding design awards or other recognition may be included with the proposal.
- 5) *References*: Provide at least four references, if not provided in item 4, above.
- 6) *Timetable*: All respondents should include a complete timetable that describes the amount of time estimated to complete each major component of the project.

Proposals shall be delivered to the City of Takoma Park, 7500 Maple Avenue, Takoma Park, MD 20912, properly sealed, and clearly marked as “RFP 04-5400-01”.

## **B. Cost of Services**

The cost of professional services shall be included in a separate, sealed envelope. Your firm’s separate fee proposal for performing the work described in this RFP should include the following:

- 1) A total cost for all requested work and preparation of all drawings, documents, and other materials.
- 2) The cost of each phase and each item in the Scope of Work.
- 3) The hourly cost of each staff person who will be working on this project.

## **C. Incurring Cost**

The respondent will be responsible for all costs incurred in the preparation and submission of the Request for Proposal.

## **D. Return of Responses**

The City of Takoma Park shall be under no obligation to return any responses or materials submitted by a respondent as a result of the Request for Proposals.

#### **IV. PAYMENT SCHEDULE**

The Consultant should invoice the City at the end of each of the phases listed above: Phase I, Phase II, and Phase III. The Consultant may request that the City allow it to invoice for partially completed phases.

Payments will be disbursed to the Consultants following the receipt of an approved invoice detailing the work completed. Each invoice shall show the percentage completed of each deliverable and item in the Scope of Work and the staff time and expenses associated with the invoice.

#### **V. EVALUATION AND SELECTION PROCESS**

The award will be made on the basis of a recommendation made by an evaluation panel. The written proposal will be evaluated and scored on the following criteria:

Project cost:.....	25%
Experience and knowledge relating to other similar projects:.....	30%
Understanding of the project:.....	30%
References:.....	10%
Schedule:.....	5%

Consultants are advised that an award may be made without discussion and negotiation; therefore, the initial proposal should provide the Evaluation Panel with sufficient information to recommend award without discussion and should reflect the consultant's ability to perform at a reasonable price.

If an interview is required to further evaluate one or more of the consultant's proposals, the consultant will be notified by April 13. The interviews will be conducted by the evaluation panel. Your firm should have April 15 and 16 available if selected for an interview.

The City may reject any or all proposals for such reason as it may deem proper. In acceptance of proposals, the City will be guided by considerations in the interest of the City. The City also reserves the right to negotiate further with one or more of the consultants as to any features of their proposals and to accept modifications of the work and price when such action will be in the best interests of the City.

Questions about this RFP should be addressed to Rob Inerfeld, Senior Planner, City of Takoma Park, 7500 Maple Avenue, Takoma Park, MD 20912, (301) 891-7219, [roberti@takomagov.org](mailto:roberti@takomagov.org).



## **VI. BID OPTION**

### **Interpretative Historic Signage**

The selected firm may also design a new interpretive historic sign for the City. The current interpretive signs in Takoma Park are in need of replacement. The design for these signs should be complementary to the gateway and wayfinding signage. This bid option should be incorporated into the cost of professional services as an additional item.

**TAKOMA PARK, MARYLAND RFP NO. 03-5400-03**

**NO BID REPLY FORM**

Bidder:

To assist us in obtaining reasonable competition on our Request for Proposals, we ask that each firm that has received an invitation, but does not wish to submit a proposal, state their reason(s) below. This information will not preclude receipt of future invitations unless you request removal from a Bidder's List by so indicating below.

Unfortunately, we must offer a "No Bid" at this time because:

\_\_\_1. We do not wish to participate in the proposal process.

\_\_\_2. We do not wish to submit a proposal under the terms and conditions of the Request for Proposals document. Our objections are:

\_\_\_\_\_  
\_\_\_\_\_

\_\_\_3. We do not feel we can be competitive.

\_\_\_4. We cannot submit a proposal because of the marketing or franchising policies of the manufacturing company.

\_\_\_5. We do not wish to sell to the City of Takoma Park. Our objections are:

\_\_\_\_\_  
\_\_\_\_\_

\_\_\_6. We do not sell the items/services on which proposals are requested.

7.Other: \_\_\_\_\_

\_\_\_\_\_  
Firm

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

**City of Takoma Park, Maryland**

**CONTRACTOR'S CERTIFICATION OF NON-INVOLVEMENT  
IN THE NUCLEAR WEAPONS INDUSTRY**

RFP Number: \_\_\_\_\_

Date: \_\_\_\_\_

**KNOW ALL MEN BY THESE PRESENTS:**

1. Pursuant to the requirements of Section 6 of the Takoma Park Nuclear Free Zone Act, Ordinance No. 2703, the undersigned person, firm, corporation, or entity hereby certifies that he/she/it is not now engaged in the development, research, testing, evaluation, production, maintenance, storage, transportation and/or disposal of nuclear weapons or their components, or the sale of merchandise produced by companies so involved.

2. The undersigned further certifies that he/she/it will not, for so long as the above captioned contract remains in effect, engage in the development, research, testing, evaluation, production, maintenance, storage, transportation and/or disposal of nuclear weapons or their components, or the sale of merchandise produced by companies so involved.

IN WITNESS WHEREOF, the undersigned has signed and sealed this instrument this \_\_\_\_ day of \_\_\_\_\_, 2003.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name and Title

County of \_\_\_\_\_

Date \_\_\_\_\_

State of \_\_\_\_\_

Subscribed and sworn to before me thus \_\_\_\_\_ day of \_\_\_\_\_ 20 \_\_\_\_\_

\_\_\_\_\_  
Notary Public

My commission expires: \_\_\_\_\_

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NOTE: Failure to complete this form will cause your bid to be considered non-responsive.  
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Accepted on behalf of the City of Takoma Park, Maryland by:

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name and Title

Rev. 6/84; 8/84

\_\_\_\_\_  
Date

## **NOTICE TO BIDDERS**

### **Section 6. Eligibility for City Contracts**

The City of Takoma Park shall grant no awards or contracts for any purpose to any person, firm, corporation or entity which is knowingly or intentionally engaged in the development, research, testing, evaluation, production, maintenance, storage, transportation and/or disposal of nuclear weapons or their components. It will be the responsibility of any recipient of a City contract or award to certify by a notarized statement to City Clerk that it is not knowingly or intentionally engaged in the above-defined activity. Notice of this certification shall be included in all "Requests for Proposals" issued by the City.

**Metropolitan Washington Council of Governments  
Rider Clause**

**USE OF CONTRACT(S) BY MEMBERS COMPRISING THE METROPOLITAN  
WASHINGTON COUNCIL OF GOVERNMENTS PURCHASING OFFICERS  
COMMITTEE.**

- A. If authorized by the bidder(s), resultant contract(s) will be extended to any or all of the listed members as designated by the bidder to purchase at contract prices in accordance with contract terms.
- B. Any member utilizing such contracts) will place its own order(s) directly with the successful contractor. There shall be no obligation on the part of any participating member to utilize the contract(s).
- C. A negative reply will not adversely affect consideration of our bid/proposal.
- D. It is the awarded vendor's responsibility to notify the members shown below of the availability of the Contract(s).
- E. Each participating jurisdiction has the option of executing a separate contract with-the awardee. Contracts entered into with a participating jurisdiction may contain general terms and conditions unique to that jurisdiction including, by way of illustration and not limitation, clauses covering minority participation, non-discrimination, indemnification, naming the jurisdiction as an additional insured under any required Comprehensive General Liability policies, and venue. If, when preparing such a contract, the general terms and conditions of a- jurisdiction are unacceptable to the awardee, the awardee may withdraw its extension of the award to that jurisdiction
- F. The issuing jurisdiction shall not be held liable for any costs or damages, incurred by another jurisdiction as a result of any award extended to that jurisdiction by the awardee.

In pricing section of contract:

**BIDDER'S AUTHORIZATION TO EXTEND CONTRACT:**

<u>YES</u>	<u>NO</u>	<u>JURISDICTION</u>
_____	_____	Alexandria, Virginia
_____	_____	Alexandria Public Schools
_____	_____	Arlington County, Virginia
_____	_____	Arlington County Public Schools
_____	_____	Bowie, Maryland
_____	_____	College Park, Maryland
_____	_____	Culpeper County, Virginia
_____	_____	District of Columbia
_____	_____	District of Columbia Public Schools
_____	_____	District of Columbia Water & Sewer Auth.
_____	_____	Fairfax, Virginia
_____	_____	Fairfax County, Virginia
_____	_____	Fairfax County Water Authority
_____	_____	Falls Church, Virginia
_____	_____	Fauquier County Schools & Government, Virginia
_____	_____	Frederick County, Maryland
_____	_____	Frederick County Public Schools
_____	_____	Gaithersburg, Maryland
_____	_____	Greenbelt, Maryland
_____	_____	Herndon, Virginia
_____	_____	Loudoun County, Virginia

_____	_____	Manassas, Virginia
_____	_____	Maryland-National Capital Park & Planning Comm.
_____	_____	Metropolitan Washington Airports Authority
_____	_____	Metropolitan Washington Council of Governments
_____	_____	Montgomery College
_____	_____	Montgomery County, Maryland
_____	_____	Montgomery County Public Schools
_____	_____	Prince George's County, Maryland
_____	_____	Prince George's County Public Schools
_____	_____	Prince William County, Virginia
_____	_____	Prince William County Public Schools
_____	_____	Prince William County Service Authority
_____	_____	Rockville, Maryland
_____	_____	Stafford County, Virginia
_____	_____	Takoma Park, Maryland
_____	_____	Vienna, Virginia
_____	_____	Washington Metropolitan Area Transit Authority
_____	_____	Washington Suburban Sanitary Commission